

Special Opportunity Grant Score Sheet

Artistic Excellence and Innovation; Max. Score = 43

FY
17

Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
2A Project Goal(s)	Project goal(s) are presented and meet all of the following criteria:- in SMART format;- reflect a commitment to artistic excellence and innovation	Project goal(s) are presented and meet at least one of the following criteria:- in SMART format;- reflect a commitment to artistic excellence and innovation	Project goal(s) are not presented or do not meet any of these criteria:- in SMART format;- reflect a commitment to artistic excellence and innovation	9
2B Artistic Programming	Proposed project meets all of the following criteria:- aligned with the project goals;- provides information on the process, timeline, venue or location, safety precautions, and installation method as appropriate; - demonstrates a commitment to artistic excellence and innovation	Proposed project meets at least two of the following criteria:- aligned with the project goals;- provides information on the process, timeline, venue or location, safety precautions, and installation method as appropriate; - demonstrates a commitment to artistic excellence and innovation	Proposed project meets one or less of the following criteria:- aligned with the project goals;- provides information on the process, timeline, venue or location, safety precautions, and installation method as appropriate; - demonstrates a commitment to artistic excellence and innovation	10
2B FY15 Artistic Programming	Past programming meets all of the following criteria:- aligned with the project goals;- demonstrated a commitment to artistic excellence and innovation	Past programming meets at least one of the following criteria:- aligned with the project goals;- demonstrated a commitment to artistic excellence and innovation	Past programming meets none of the following criteria:- aligned with the project goals;- demonstrated a commitment to artistic excellence and innovation	4
2C Artistic Samples	Samples of past work provide evidence of exceptional artistic excellence and innovation of the artist(s)' past activities, including recognition by peers or authoritative observers (e.g., critics)	Samples of past work do not provide evidence of the artistic excellence and innovation of the artist(s)' past activities	Samples of past work do not provide sufficient evidence of the artistic excellence and innovation of the artist(s)' past activities	8
2D Artistic Personnel	Key artistic personnel demonstrates all of the following criteria:- capability of presenting artistic programming characterized by excellence and innovation - sound financial management	Key artistic personnel demonstrates at least one of the following criteria:- capability of presenting artistic programming characterized by excellence and innovation - sound financial management	Key artistic personnel demonstrates none of the following criteria:- capability of presenting artistic programming characterized by excellence and innovation - sound financial management	9
3 Project Timeline	Project timeline includes specific information for all activity, dates, locations, and expected outcomes	Project timeline includes mostly specific information but all details about activity, dates, locations, and expected outcomes have not been provided	Project timeline is incomplete or includes vague information (e.g., "general audience")	3

Public Engagement and Benefit to the City of Alexandria (Max. Score = 45)

**FY
17**

Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
4A Public Engagement Opportunities	Educational and outreach activity is associated with project; and/or there are large numbers of Alexandria citizens involved	There is some educational or outreach activity associated with artistic programming; and/or the project involves moderate numbers of Alexandria citizens	There is little or no educational or outreach activity associated with artistic programming; and/or the project does not involve significant numbers of Alexandria citizens	12
4B Accessibility	Programming is accessible due to use of accessible facilities and offers diverse access accommodations for individuals with a variety of disabilities	Programming is accessible due to use of accessible facilities and offers limited access accommodations (e.g., large-print brochures).	Programming has limited accessibility due to facilities that are not accessible and/or inability to serve those with special needs	9
4C Audience and Diversity	Clear, viable plan and strong evidence of identifying a target audience's needs and consistently engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	Reasonable plan and some evidence of identifying a target audience's needs and inconsistently engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	Weak plan and/or no evidence of identifying a target audience's needs or engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	9
4D Marketing	Strong evidence of a project marketing plan that reaches and engages diverse audiences through an appropriate mix of print and social media	Moderate evidence of print and social media marketing to promote the program	Limited evidence of print and social media marketing to market the program	9
4E Alignment to City's Strategic Plan	Project goals are demonstrated to be in strong alignment with the goals of the City's Strategic Plan; specific examples of this alignment are presented	Project goals are demonstrated to be in alignment with the goals of the City's Strategic Plan; specific examples of this alignment may not be presented	Project goals are not demonstrated to be in alignment with the goals of the City's Strategic Plan	6

Budget (Max. Score = 12)				FY 17
Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
5A Budget Narrative	Budget response meets all of the following criteria:-Budget information and narrative are clear-Proposed budget is aligned with the proposed activities- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$500	Budget response meets at least two of the following criteria:-Budget information and narrative are clear-Proposed budget is aligned with the proposed activities- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$500	Budget response meets one or less of the following criteria:-Budget information and narrative are clear-Proposed budget is aligned with the proposed activities- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$500	6
5B Cash and Other Support	Demonstrates community support through volunteerism and in-kind contributions.	Demonstrates some community support through limited volunteerism and in-kind contributions.	Demonstrates weak community support through no volunteerism or in-kind contributions.	6